



177%
ROI from
Support

Client Industry: Web Hosting,
Small Business Services

Service Provided:
Sales and Customer Support

Service Channel: Live Chat

 **24/7**
Customer Support

 **100'S**
of 1000's of
Customers Served

 **1M**
Websites Hosted
Worldwide

We turned a 24/7 customer support operation into a profit center

01 The Opportunity

For the vast majority of businesses around the world, customer support is considered a cost center. Businesses accept this because they recognize that to achieve long-term success, it's crucial to be responsive and keep customers satisfied wherever possible. And that costs money.

But does it have to? Our client viewed every contact with their customers as an opportunity, not only to create a positive experience that would help retain customers, but also to introduce them to other relevant products and solutions. When they were looking for ways to improve their Average Revenue Per Subscriber (ARPS), they decided to take advantage of the thousands of daily chats they already had with their customers. The challenge was finding ways to monetize those existing touch points — and doing so in a way that didn't negatively impact their already high CSAT scores.

02 The Solution

Working collaboratively with our client, we designed and implemented a program to turn support-related inquiries into sales opportunities. We:

- Coached our staff, broadening how they viewed their role to include cross-selling and upselling as part of great support
- Introduced training, tools and techniques to help our staff guide support interactions toward sales opportunities at the appropriate time
- Put in place an incentive program to motivate the new behavior we were trying to encourage — sales without negatively impacting customer satisfaction
- Empowered agents to close straightforward sales of our clients' products and services during chats
- Collaborated with our client's sales team to create an easy path to create new leads for them by mapping high-value, long-sales-cycle products and services with specific customer inquiries

One of the most important aspects of this process was the soft-sale approach our team took with our client's cross-sell and upsell opportunities. We ALWAYS began chats by resolving customer inquiries and ensuring customer satisfaction. Then, within the context of each chat, our team would listen intently to customer concerns and suggest helpful products and services.

03 The Results

Our client's investment in this innovative customer support approach has more than paid for itself. Today, our team generates on average 177% more revenue from our cross-selling and upselling chat support service than we charge to deliver chat support. In other words, their support is profitable.

This is one of many reasons this client has used GlowTouch as a trusted support partner.



10X
Revenue per
Contact

We increased our client's Revenue-per-Contact 10x in six months

Client Industry: SaaS Small Business Services

Service Provided: Sales and Customer Support

Service Channel: Live Chat



4.65
CSAT Rating



20%
First Contact
Resolution
Improvement

"We had been GlowTouch clients for five years, in a limited capacity specific to development and QA. Recently, we added technical support to the mix... the results have been outstanding! Our cross-sell revenue has lifted 10x, First Contact Resolution has improved 20%, and feedback loops to Engineering, Product, and Business are consistent and actionable. Our only regret is that we didn't expand their team sooner."

- Executive Director
Services Support

01 The Opportunity

One of our longtime clients helps enterprises, small business and financial institutions function smoothly through their technology-enabled solutions. The client utilized a solid in-house support team, yet their agents weren't capturing additional market share. The client sought to increase revenue growth from their customer interactions. The support program did not take into consideration customer education on how other relevant company products could enhance their productivity. GlowTouch recognized the opportunity to improve customer education and increase sales throughout the client's customer base via live chat.

02 The Solution

GlowTouch began by analyzing the client's suite of products, then created a training plan for our agents, designed to maximize sales impact while also improving customer satisfaction. Our agents became educated on the value proposition our client offers their customer base, such as tools that protect their sites against security issues and email protection products. As soon as GlowTouch agents began re-framing their chats with customers in terms of identifying business needs and helping them improve operational efficiencies, our agents excelled. Our client's sales were \$0.70 per contact, but in our first month of service, we attained \$1.98 per contact—more than double, immediately. By month 2, we achieved a robust \$5 per contact.

03 The Results

In less than six months, our efforts produced a 10x lift in cross-sell revenue. GlowTouch also enjoys a consistent 4.65 rating (out of 5) in Customer Satisfaction, with a range that is equal or greater than before we engaged with the client. GlowTouch leads all internal and outsource service providers in sales, and due to our success, our client is using our customer-education methodology to train their internal sites. While many companies believe voice contact is the path to hearty revenue, our live chat yield proves that an enterprise can reach even higher heights with live chat support.



20%
Improvement
in Customer
Satisfaction

We helped our client scale their 10M website platform and improve customer satisfaction by 20% through outstanding technical support

Client Industry:
Technology Software

Service Provided:
Technical Support

Service Channel: Live Chat,
Email, Ticket



350K
Servers Run Their
Platform



10M
Websites and Web
Applications Use
Their Platform



1/2
Half of the Top 100
Hosting Providers
Worldwide Use Our
Clients Software

01 The Opportunity

Our client's internal group managed all support tickets, but like many fast growth companies, they needed a well-staffed 24/7 support operation. Their costs were skyrocketing, and because of their product complexity, they could not continually hire and train support teams. With these challenges, our client couldn't drive customer satisfaction to the exceptional standards they had set for themselves.

So, they looked to outsourcing to GlowTouch to achieve their goals. They needed a partner with in-depth expertise in supporting technology companies and SaaS platforms. They also needed a partner who could keep pace with their growth and scale very rapidly. They found both attributes in GlowTouch.

02 The Solution

We cultivated a true partnership, becoming a natural extension of our client's business. We hired and trained agents for providing 24/7 technical support to deliver knowledgeable support at Tier 1, 2 and 3 levels. We also leveraged our extensive experience in onboarding new customers. We provided our client with a detailed plan for delivering excellent support at every point in the lifecycle of a SaaS customer. We executed meticulously on our service delivery plan, thereby enabling our customer to focus on growing their core business.

03 The Results

Over a four-year period, we improved customer satisfaction from 67% (client's support team) to over 90% (20% increase). Our accelerated ramp program let our agents augment the client's internal team, immediately achieving results with increased brand recognition and customer retention.



2.5x
Volume Increase
While Improving
CSAT

We improved CSAT 10% while supporting a 2.5x increase in support volume

Client Industry: Internet Security and Performance

Service Provided: Technical Support

Service Channel: Live Chat, Email, Ticket



24/7

Tier 1 and 2 Support



250%

Increase in Volume Supported



99%

Of Client Support Requests Handled

01 The Opportunity

Our client builds innovative tech products that provide internet security and VPN solutions. The internal drivers for our client was to reduce support cost and focus in-house talent on developing new products. Another critical focus area for our client was to increase sales and improve customer support and retention.

02 The Solution

Because our client's products and services are highly technical, our support offering needed to have a deep level of technical expertise. GlowTouch addressed this challenge by deploying a tech support team comprised of software engineers and people with technical degrees. The challenge? Providing comprehensive 24/7 support and solutions for our client's customers, while creating intuitive, customer-centric upsell and cross-sell opportunities. With prior success in converting service to sales with live chat and email support, we developed a similar service-to-sell program. Using live chat and email, our support team engaged with our client's customers, and successfully identified, offered, and sold solutions. From onboarding to training to problem-solving, we serviced our client's customers at every account stage.

03 The Results

Seeing a reduction in costs, an increase in upsell and cross-sell revenue, and higher customer satisfaction and retention ratings, the client now relies on GlowTouch for their technical support. On average, our dedicated team handles 99% of all support issues for our client. We have consistently exceeded every SLA and KPI goal set by the client month over month, even as volumes increased by 250%. We are resolving technical issues in less than 33% of the time expected by the client, thereby increasing the throughput. Our 24/7 support has grown to encompass Tier-1 and now Tier-2 levels of service, allowing our client more resources to invest in product development and innovation.